

1 VANS



2 BEATS



3 NIKE



5 APPLE



4 PACSUN

BRANDS



FORBES MOST VALUABLE BRANDS

1. APPLE: \$124.2 BILLION
2. MICROSOFT: \$63 BILLION
3. GOOGLE: \$56.6 BILLION
4. COCA-COLA: \$56.1 BILLION
5. IBM: \$47.9 BILLION
6. MCDONALD'S: \$39.9 BILLION
7. GENERAL ELECTRIC: \$37.1 BILLION
8. SAMSUNG: \$35 BILLION
9. TOYOTA: \$31.3 BILLION
10. LOUIS VUITTON: \$29.9 BILLION

http://www.forbes.com/powerful-brands/list/#page:1_sort:0_direction:asc_search

1. **VANS** Endorsements by star skateboarders reinforce the laid-back, California-casual vibe of this sneaker brand.
2. **BEATS** High price tags are no deterrents for fans of the colorful, bass-heavy, on-ear headphones.
3. **NIKE** The sports outfitter is the most popular clothing brand among teens and millennials.
4. **PACSUN** Kendall & Kylie, the Kardashian/Jenner family's teen clothing line, helps this fashion retailer to attract teen shoppers.
5. **APPLE** The maker of the iPhone® and the iPad® is the favorite tech brand in the teen market.
6. **UNDER ARMOUR** Serious athletes (and those who want to look like them) are willing to pay premium prices for this high-performance athletic apparel brand.



UNDER ARMOUR 6

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